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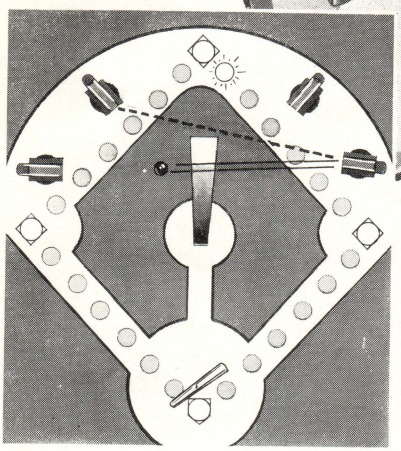

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SILHOUETTES	HERMAN'S HERMITS
GAME OF LOVE	WAYNE FONTANA
SHAKIN' ALL OVER	GUESS WHO
I KNOW A PLACE	PETULA CLARK
I'M TELLIN' YOU NOW	FREDDIE & THE DREAMERS
STOP IN THE NAME OF LOVE	THE SUPREMES
ONE KISS	RONNIE DOVE
I'LL NEVER FIND ANOTHER YOU	THE SEEKERS
CAST YOU FATE TO THE WIND	SOUNDS ORCH.
HELP ME RHONDA	BEACH BOYS
TIRED OF WAITING FOR YOU	THE KINKS
COUNT ME IN	GARY LEWIS
WHEN I'M GONE	BRENDA HOLLOWAY
I'LL BE DOGGONE	MARVIN GAYE
BUMBLE BEE	THE SEARCHERS
DO THE FREDDIE	CHUBBY CHECKER
BABY THE RAIN MUST FALL	GLEN YARBOROUGH
CONCRETE & CLAY	EDDIE RAMBEAU
I MADE MY CHOICE	SYLVIA VARTEN
QUEEN OF THE HOUSE	JODY MILLER
CRYING IN THE CHAPEL	ELVIS PRESLEY
REELIN' & ROCKIN'	DAVE CLARK 5
WOOLY BULLY	SAM THE SHAM
BACK IN MY ARMS AGAIN	THE SUPREMES
ENGINE ENGINE #9	ROGER MILLER
PEACHES 'N CREAM	IKETTES
I'M NOT SAYIN'	GORD LIGHTFOOT
IT'S GONNA BE ALRIGHT	GERRY & PACEMAKERS
GOODBYE MY LOVE	SEARCHERS
OOOOh baby baby	THE MIRACLES
TALK ABOUT LOVE	ADAM FAITH
WE'RE GONNA MAKE IT	LITTLE MILTON
TRUE LOVE WAYS	PETER & GORDON
THE ENTERTAINER	TONY CLARKE
DO THE FREDDIE	FREDDIE & DREAMERS
I DO LOVE YOU	BILLY STEWART
YOU WERE MADE FOR ME	FREDDIE & DREAMERS
DREAM ON LITTLE DREAMER	PERRY COMO
HUSH HUSH SWEET CHARLOTTE	PATTI PAGE
AND ROSES AND ROSES	ANDY WILLIAMS
IT'S GROWING	TEMPTATIONS
THREE O'CLOCK IN THE MORNING	BERT KAEMPFERT
THE CLAPPING SONG	SHIRLEY ELLIS
L-O-N-E-L-Y	BOBBY VINTON
QUEEN OF THE SENIR PROM	VAUGHN MONROE
YOU WERE ONLY FOOLIN'	VIC DAMONE
WISHIN' IT WERE YOU	CONNIE FRANCIS
PEANUTS	SUNGLOWS
JUST A LITTLE	BEAU BRUMMELS
SOMEBODY ELSE IS TAKING MY PLACE	AL MARTINO
CRAZY DOWNTOWN	ALLAN SHERMAN
KING OF THE ROAD	ROGER MILLER
DO YOU WANNA DANCE	BEACH BOYS
I GOTTA DREAM ON	HERMAN'S HERMITS
MR. THE TAMBOURINE MAN	THE BYRDS
TOSSIN' & TURNIN'	GUESS WHO
FOR YOUR LOVE	THE YARDBIRDS
IT'S ALMOST TOMORROW	JIMMY VELVET
WHAT DO YOU WANT WITH ME	CHAD & JEREMY
IKO IKO	DIXIE CUPS
GIRL DON'T COME	SANDIE SHAW

TITLE	ARTIST
GIRL ON THE BILLBOARD	DEL REEVES
THIS IS IT	JIM REEVES
KING OF THE ROAD	ROGER MILLER
10 LITTLE BOTTLES	JOHNNY BOND
YOU DON'T HEAR	KITTY WELLS
A DEAR JOHN LETTER	S. DAVIS B. BARE
WHAT'S HE DOING IN MY WORLD	EDDY ARNOLD
I'LL KEEP HOLDING ON	SONNY JAMES
THINGS HAVE GONE TO PIECES	GEORGE JONES
TWO SIX PACKS AWAY	DAVE DUDLEY
SAT. NITE I'VE GOT $5.00	G. JONES G. PITNEY
THE WISHING WELL	HANK SNOW
MATAMOROS	BILLY WALKER
RIBBON OF DARKNESS	MARTY ROBBINS
TOMBSTONE EVERY MILE	DICK CURLESS
SEE THE BIG MAN CRY	CHARLIE LOUVIN
I WASHED MY HANDS IN MUDDY WATERS	STONEWALL JACKSON
CERTAIN	BILL ANDERSON
TROUBLE IN MIND	HANK SNOW
ODE TO THE LITTLE BROWN SHACK	BILLY EDD WHEELER
QUEEN OF THE HOUSE	JODY MILLER
GETTING MARRIED HAS MADE US STRANGERS	DOTTIE WEST
KLONDIKE MIKE	NED MILLER
THE OTHER WOMAN	RAY MPRICE
I'M GONNA FEED YOU NOW	PORTER WAGONER
JUST BEFORE DAWN	NED MILLER
ENGINE ENGINE #9	ROGER MILLER
I HAD ONE TOO MANY	WILBURN BROS.
I STILL MISS SOMEONE	L. FLATTS & SCRUGGS
MY OL' TIN CUP	LORNE GREENE
ROCK ISLAND LINE	JOHNNY HORTON
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DO WHAT YOU DO DO WELL	NED MILLER
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i'LL CSRY ALONE	GALE GARNETT
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WALK TALL	FARON YOUNG
BEFORE YOU GO	BUCK OWENS
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THEN & ONLY THEN	CONNIE SMITH
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ORANGE BLOSSOM SPECIAL	JOHNY CASH
BE GOOD TO HER	CARL SMITH
BLAME IT ON THE MOONLIGHT	JOHNNY WRIGHT
SHE'S GONE GONE GONE	LEFTY FRIZZELL
YOU CAN'T STOP MY HEART FROM BREAKING	WILMA BURGESS
FIRST THING EVERY MORNING	JIMMY DEAN
WHEN THE WIND BLOWS IN CHICAGO	ROY CLARK
MY FRIENDS ARE GONNA BE STRANGERS	ROY DRUSKY
SHE CALLED MY BABY	CARL SMITH
WAHAT MAKES A MAN WANDER	JAN HOWARD
BAD BAD DAY	BOB LUMAN
LEAST OF ALL	GEORGE JONES
I'M SO LONESOME I COULD CRY	HANK WILLIAMS JR.
I CAN'T HELP IT	SKEETER DAVIS
TURN AROUND WALK AWAY	ERNEST TUBB
JUST TO SATISFY YOU	JIM EDDWARD BROWN
TONGIGHT I'M SINGING JUST FOR YOU	BILLY EDD WHEELER
YOU WIN AGAIN	THE CARTER FAMILY

MRS. BROWN YOU'VE GOT A LOVELY DAUGHTER
Herman's Hermits -mgm. 13341

TICKET TO RIDE
The Beatles -c. 5407

COUNT ME IN
Gary Lewis -li. 55778

I KNOW A PLACE
Petula Clark -vo. 4177

SILHOUETTES
Herman's Hermits -mgm. 13332

ONE KISS FOR OLD TIMES SAKE
Ronnie Dove -ap. 76956

WOOLY BULLY
Sam The Sham -mgm. 13322

HELP ME RHONDA
The Beach Boys -c. 5395

CAST YOUR FATE TO THE WIND
Sounds Orchestral -pye. 761

JUST ONCE IN MY LIFE
Righteous Bros. -ph. 127

BACK IN MY ARMS AGAIN
The Supremes -tm. 1075

IT'S NOT UNUSUAL
Tom Jones -par. 9737

REELIN AND ROCKIN
Dave Clark Five -c. 72232

CRYING IN THE CHAPEL
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The Seekers -c. 5383

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Freddie & Dreamers -c. 72227

THE LAST TIME
The Rolling Stones -lon. 9741

TRUE LOVE WAYS
Peter & Gordon -cap. 5406

DO THE FREDDIE
Freddie & Dreamers -c. 72245

I'LL BE DOGGONE
Marvin Gaye -tm. 54112

BABY, THE RAIN MUST FALL
Gleen Yarbrough -vi. 8498

ENGINE, ENGINE NO. 9
Roger Miller -mer. 1983

GO NOW
Moody Blues -lon. 9726

IT'S GROWING
Temptations -g. 7040

TIRED OF WAITING FOR YOU
The Kinks -pye. 771

LET'S DO THE FREDDIE
Chubby Checker -pk. 949

BABY RUTH
Butterfingers -tm. 610

JUST A LITTLE
Beau Brummels -reo. 8848

QUEEN OF THE HOUSE
Jody Miller -c. 5406

YOU WERE MADE FOR ME
Freddie & Dreamers -c. 72236

SHE'S ABOUT A MOVER
Sir Douglas Quintet -tr. 8308

CLAPPING SONG
Shirley Ellis -c. 234

OOO BABY BABY
The Miracles -tm. 54113

DREAM ON LITTLE DREAMER
Perry Como -vi. 8533

SHAKIN ALL OVER
Guess Who -qu. 1691

YOU WERE ONLY FOOLIN
Vic Damone -wb. 5616

THREE O'CLOCK IN THE MORNING
Bert Kaempfert -dec. 31778

L-O-N-E-L-Y
Bobby Vinton -ep. 9791

IT'S GOT THE WHOLE WORLD SHAKIN
Sam Cooke -vi. 8539

LAST CHANCE TO TURN AROUND
Gene Pitney -mu. 1093

COUNTRY & WESTERN

1 THIS IS IT
Jim Reeves -vi. 8508

2 GIRL ON THE BILLBOARD
Del Reeves -ua. 824

3 TEN LITTLE BOTTLES
Johnny Bond -sp. 1321

4 I'VE GOT FIVE DOLLARS
George Gene -mu. 1066

5 YOU DON'T HEAR
Kitty Wells -dec. 31479

6 I'LL KEEP HOLDING ON
Sonny James -cap. 5375

7 A TOMBSTONE EVERY MILE
Dick Curless -c. 72233

8 RIBBON OF DARKNESS
Marty Robbins -col. 43258

9 WISHING WELL
Hank Snow -vi. 8488

10 THINGS HAVE GONE TO PIECES
George Jones -mu. 1067

11 SEE THE BIG MAN CRY
Charlie Louvain -c. 5369

12 WHAT'S HE DOING IN MY WORLD
Eddy Arnold -vi. 8516

13 THE OTHER WOMAN
Ray Price -col. 43264

14 ENGINE, ENGINE NO. 9
Roger Miller -mer. 1983

15 CERTAIN
Bill Anderson -dec. 31743

COMING UP

BEFORE YOU GO
Buck Owens -c. 5410

MR. TAMBOURINE MAN
Byrds -col. 43271

CATCH THE WIND
Donovan -pye. 775

VOODOO WOMAN
Bobby Goldsboro -ua. 862

BRING IT ON HOME TO ME
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PRICE OF LOVE
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Branda Lee -dec. 31792

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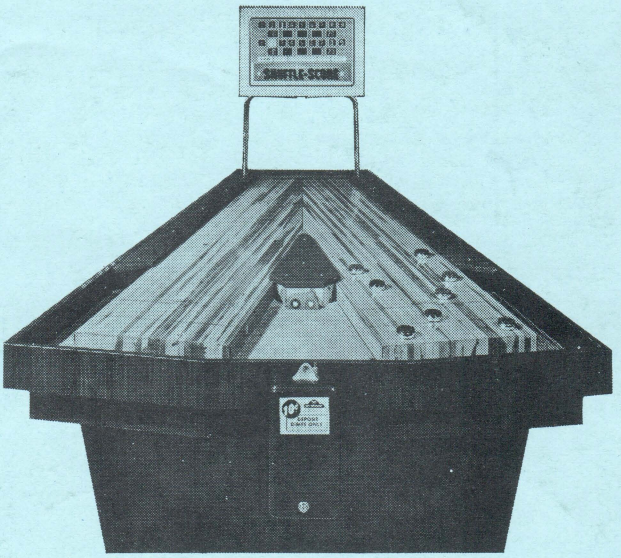

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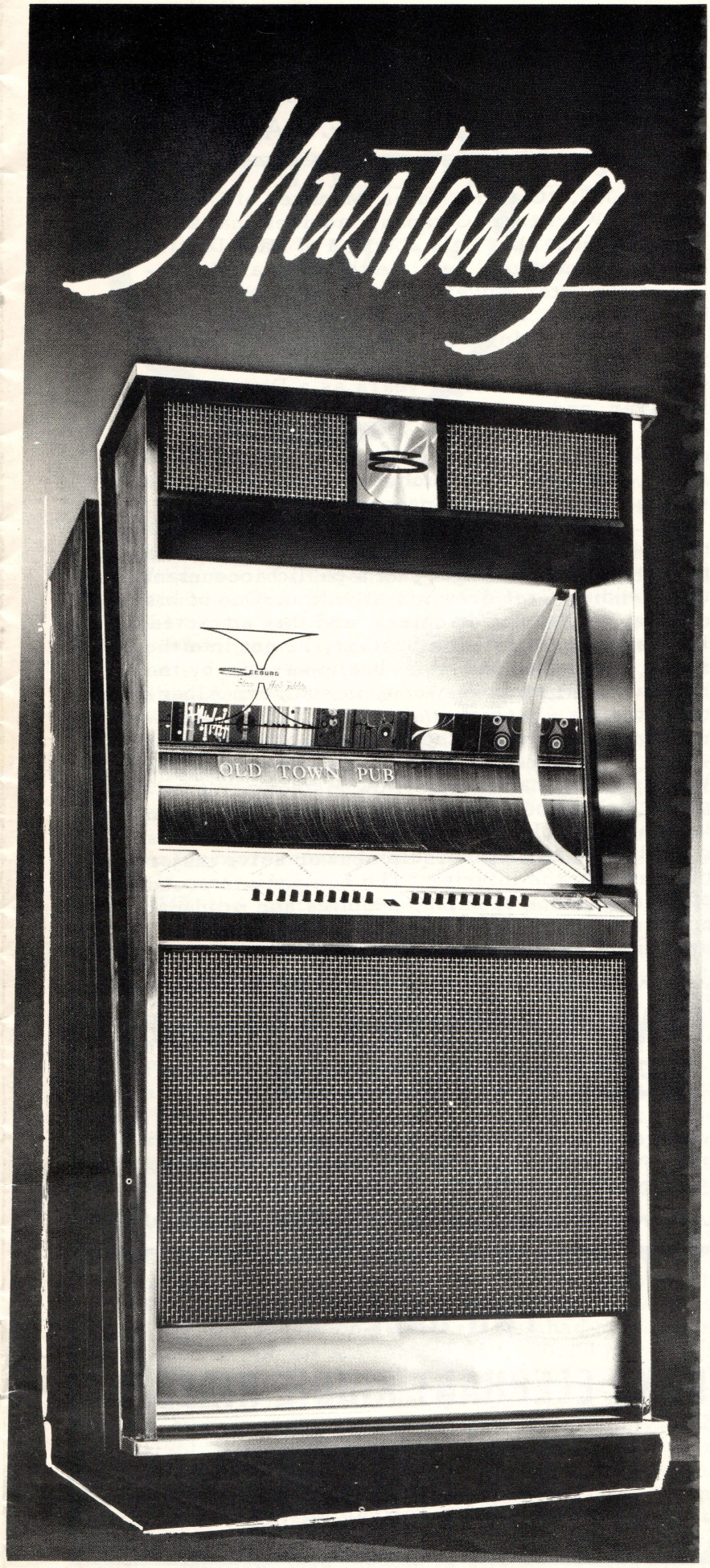

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Mr. J. J. Cotter, Sales Manager of Canada for the Wurlitzer Company advises that after May 15, 1965, that Dale Johnson of Dale Distributing, Vancouver, will be the official Wurlitzer distributor covering the Provinces of British Columbia, Alberta and Saskatchewan.

Dale Distributing (B. C.) Limited of 110 Homer Street, Vancouver has done business in that Province for the past eight years as a Distributor, repairer and operator of coin operated devices of all kinds. This firm offers a complete Vending Service and carries the largest diversified stock in the West of machines and products covering the entire coin operated field.

Mr. Johnson was born in Lethbridge, Alberta, 34 years ago; he was raised and educated there. It was in Calgary as a public accountant that Vending first drew his attention. One of his clients got some machines and this attracted Dale's interest. With a brother, he got into the music business and this business run by the brother still proposes today in southern Alberta. After his share of ups and downs as a salesman and agent, he started from scratch six years ago in B. C. Says he, "I have really learned this business the hard way." Now his company employs twelve people and does business in certain lines as far back East as Winnipeg. It despatches men by air to install equipment or solve major problems in the interior. The company is proud of its large stock of parts, supplies and products and the service it can offer as a major independent supplier and distributor.

CANADIAN Coin Box MAGAZINE

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DISCOTHEQUE-JUKE BOX VARIETY RUNS INTO TROUBLE IN CANADA

With a series of moves without precedent in the U. S. Music Industry, Chicago's giant Seeburg Corporation punched out a series of innovations. What it did was, in effect, to declare war on the record companies, radio stations and film studios who control the performing rights to most of the recorded music in the U. S. Two main performance rights societies control most of the music copyrights; they are ASCAP, which, maintains Seeburg, is controlled by the film makers, Warner Bros., MGM, Universal and Paramount and BMI (Broadcast Music Incorporated), which is reputedly linked with radio and TV, though firms such as RCA Victor and Columbia, BMI, came into being as a result of ASCAP, the older association putting the screws on radio stations for more money to be allowed to play the music it controlled.

In 1940 the stations formed BMI and began buying up copyrights to music. Until it had assembled a library of its own, BMI Radio Stations were badly placed and had to use the limited amount of music not controlled by ASCAP. When BMI acquired its own catalog of copyrights it was in a position to bargain to effect with ASCAP. Today, the Juke Box operators were in the same sort of position in which radio found itself twenty five years ago as far as payment of performing rights were concerned. Towards making Juke Box and Background Music operators more independant of these two societies, Seeburg had formed the Coin Operated Phonograph Performance Society (COPPS) which would be a bastion of strength from which to bargain.

Over the past four years, Seeburg had got control of some 4,000 copyrights. This, and recording the music on stereo singles had cost the company on an average of $50,000.00 per month to a total of around $2,500,000.00. Seeburg is, therefore, in the music publishing and record business and has had a registered label since 1961 though this remained inactive until last December when the company released its Discotheque record package comprising 33 rpm Little LPs. Publishing activities go back to the same year when, with Maurice Rosengarten of Zurich "Seerose" was formed in Europe. These ventures on Seeburg's part are closely tied in with that company's promoting of Discotheque, the Package Night Club deal. The name "Discotheque" is part and parcel of the Seeburg company's grand plan of promoting music, not only for dancing, but also for listening, both through Juke Boxes and background systems. The juke box would be upgraded to public acceptance of this form of coin operated entertainment in much the same way as films, radio and TV, according to officials of the Chicago firm. Rec-O-Dance Records would be Discotheque dancing whilst the term Discoteen would apply to the pop records. These records included dance, rhythm, country and western and pop types. All are new material, not previously released, considerable of which come from Europe. 45 rpm records were being produced as well as those turning at 33 rpm. The copyrights were currently netting Seeburg substantial sums from ASCAP for the use of background music. In this respect the company owned the copyrights to over half of its library of such type of music.

OF THE JUKE BOX INDUSTRY, BY THE JUKE BOX INDUSTRY, FOR THE JUKE BOX INDUSTRY

Currently, Juke Box operation in the U. S. is exempted from the 1909 copyright laws in respect of performing rights. When and if this law is amended, Juke Box operators would have to pay performing rights on the music they dispensed. These would be in addition to the mechanical royalties amounting to $2,000,000 paid each year. Where performance royalties were paid by Juke Box operators, as in some European countries, the amounts ran between $250. and $480. per year, per machine. Such payments would, if made in the U. S. A. be to the advantage of the current copyright holders ASCAP and BMI. The Seeburg action was designed to give operators who played along with the company a counter against ASCAP and BMI by "giving" them their own performance rights society "held in trust by Seeburg." Seeburg president, Jack Gordon, maintained to operators that the existing record companies had no use for Juke Box people

and had done little for them, only catering to their specific needs when pressured by the industry and paid for in advance. The new Seeburg product was described as something of the industry, by the industry, for the industry. The size of the industry of supplying Juke Box records was enormous. Operators spent $30,000,000-$35,000,000 yearly on records and paid $2,000,000 annually in mechanical royalties. Next to TV billings, Juke Box collections were the highest in the entertainment industry. At a half billion dollars annually they were half those of TV; nearly double the $275,000,000 yearly receipts of motion pictures and more than double the $237,000,000 annual radio takings. Mr. Gordon felt that this volume of business was more than justification for the JukeBox industry to have its own performance rights society in (COPPS), the benefits of which, incidentally, Seeburg would make available to European ops.

It would hardly be expected that all the time, effort and expenditures on the part of the Seeburg Corporation to acquire copyrights and promote COPPS would be for anything other than its business ends. How these were to be served by the new setups were revealed by the integrated programs offered Juke Box operators. Everything revolved around "Discotheque" the word, and promotion, and COPPS, the Coin Operated Phonograph Performance Society, a Seeburg "child." Discotheque was launched the first of the year with a great deal of Ballyhoo and advertising to make operators and the public dance conscious. Now COPPS is presented to operators as an article of their own usage for their own benefit upon a possible change in the U.S. Law. Seeburg President, Gordon intimated that in due course this Performance Rights Society would be turned over to the operators possibly through the Music Operators of America when ASCAP Legislation became effective.

Meanwhile, operator participation was solicited on the basis that, by participating in the Seeburg deal the Juke Box industry would be insuring itself against future demands from ASCAP and BMI. At all times, however, regardless of who controlled the society, Seeburg would retain the copyright to the music involved. Those who dealt with Seeburg would be able to use COPPS controlled Seeburg music without paying fees for performance to the older two bodies.

The company is now offering the use of its 4,000 copyrighted selections on a lease deal. The Rec-O-Dance "Discotheque" records come in sets of 10 Little Lps, each covering six selections of approximately two minutes each. These are leased to the operator at $60.00 per year which includes quarterly changes of sets. Each record includes at least one selection of which Seeburg holds the copyright. Should present copyright legislation be altered, these records, together with ones of the 45 rpm type would be changed to new discs offering only Seeburg copyrighted selections. The 45 rpm Seeburg records released would lease to operators at $40.00 per year for 40 records. In this way, the Chicago firm would control not only the records but also the juke boxes on which they were played. Furthermore, they would not go on sale nor would they be used on radio or TV. This would give the Juke Box industry its own exclusive music. It is anticipated that artists and music would develop exclusive music offerings which would be heard nowhere else but from within the juke box industry.

If the idea was novel, so was the way in which it was put across to U.S. operators. Seeburg head office wrote letters to about 8000 operators asking them to come to meetings in some 48 cities strategically located in various regions of the U.S.A. The promise of startling revelations was made by Seeburg's President Gordon, who started the ball rolling on the 6th of May at a meeting in New York at the Holiday Inn Motel. Mr. Gordon, there revealed, the contents of the foregoing. Other top company officials conducted meetings throughout the country.

It is reported that at some of these meetings operators were asked to purchase Seeburg equipment to help progress the plan. To this end a special bargain price was put on the Seeburg 480 LP Consol with two wide range Altech Lansing speakers and a year's supply of 40 Rec-O-Dance records. The normal price of this package comes to $2,700.00 in the U.S.; it was dropped to $1,495.00 at the meetings. Also introduced was a "Discotheque Junior," the 100 selection, 45 rpm, economy, Mustang phonograph, for which a record leasing programme at $40.00 per year is also available. It was noted that factory pricing was also a new thing ... something ordinarily left to distributors.

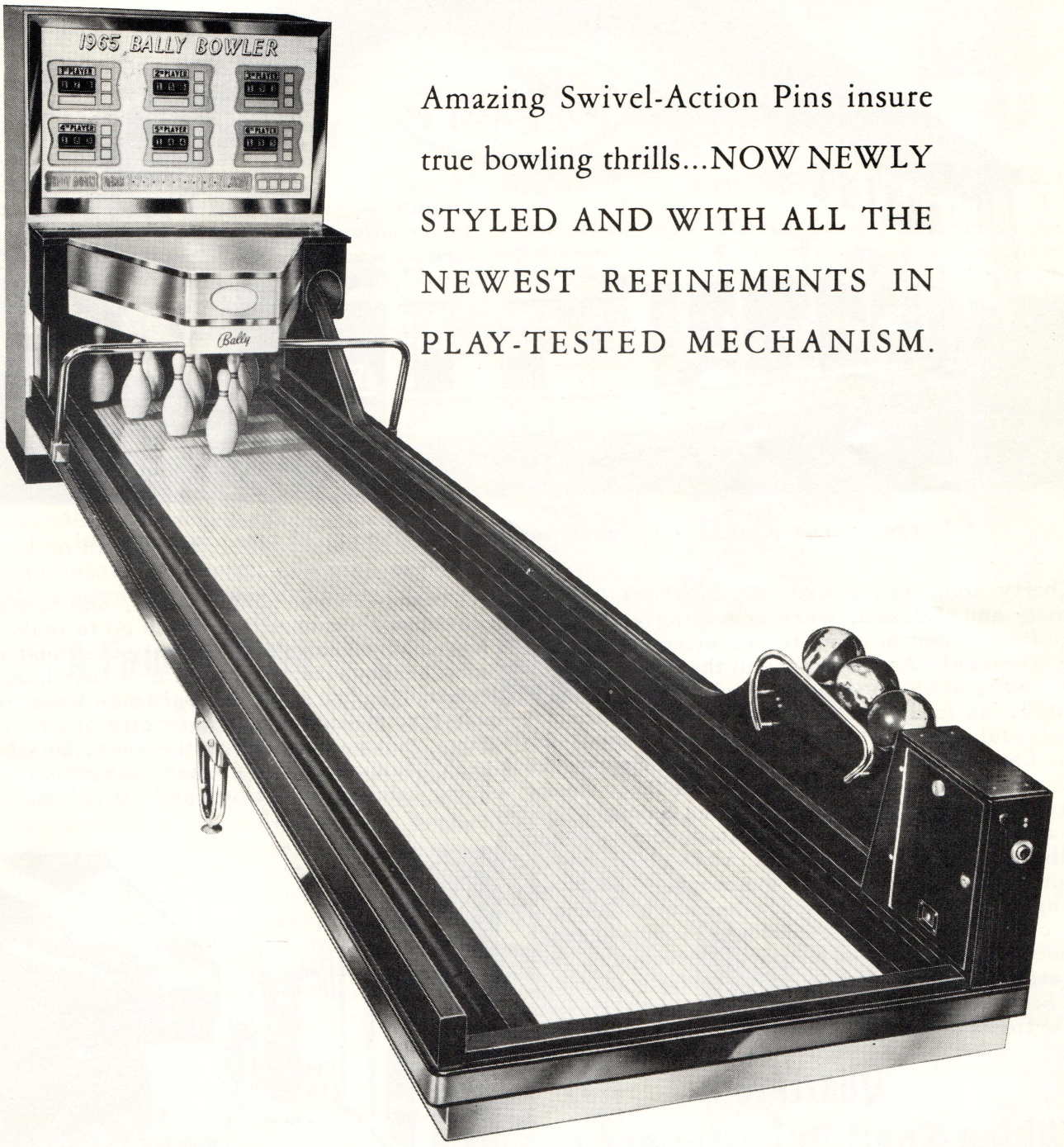
WAIT AND SEE -- NO EFFECT OR ACTION IN CANADA YET

The bombshell burst by Seeburg upon the American Juke Box scene has so far not reverberated very strongly in Canada. That is not to say that it will not do so. A great deal depends upon what happens in the U.S.A. when the old law on performance rights enacted in 1909 comes up for revision. It is understood that hearings in the U.S. courts will commence on May 29th and will be completed early in June. If it is altered to the benefit of ASCAP and BMI, Seeburg would appear to hold a big advantage with its copyrighted recordings and its COPPS. On the other hand, there may well be counter action initiated by the two older Performance Rights Societies; it would be surprising if this did not take place.

How would this affect Canada? Normally, many copyright laws ware recognized from one country to another on an almost reciprocal basis. However, this is not an invariable rule as Canadian literary authors know to their sorrow in dealing with the U.S.A. As far as Juke Boxes and Performance Rights charges are concerned, the pattern follows very closely that of the U.S. since the issue was fought out successfully at law many years ago by Mr. Al Siegel. Canadian Juke Box operators currently pay no Performance

Cont'd. on Page 16

BACK IN PRODUCTION BY POPULAR DEMAND



Amazing Swivel-Action Pins insure true bowling thrills...NOW NEWLY STYLED AND WITH ALL THE NEWEST REFINEMENTS IN PLAY-TESTED MECHANISM.

1965 BALLY BOWLER

See your distributor or write **BALLY MANUFACTURING COMPANY** • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS, 60618, U. S. A.

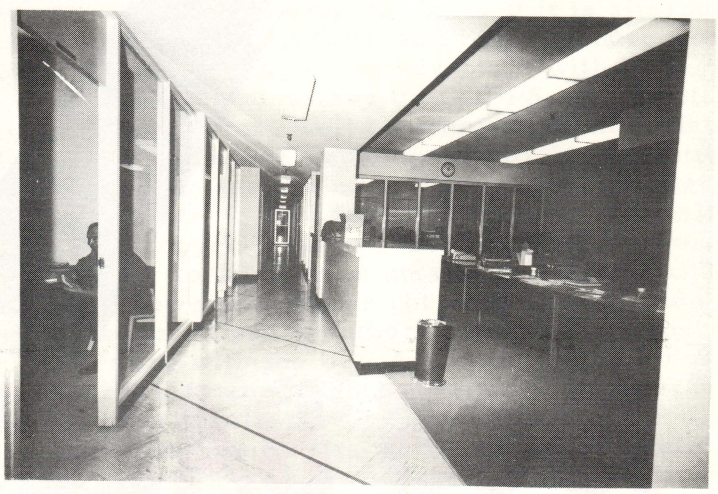
LANIEL AMUSEMENT-- FATHERED THE MUSIC INDUSTRY IN QUEBEC

Large corner display window of the Laniel Amusement plant in Montreal.

Thirty long years ago, the brothers Laniel, Romeo and Eduard, were operating juke boxes and amusement devices in and around their native Montreal. As time passed they started selling the type of equipment which they operated. In this, as in operating, they proved eminently successful. In the early post war years, the name Laniel took on a new look in the coin operated industry; the one which projects their image today. In 1947, distributorship was assumed for the amusement devices of United, Gottlieb and Williams. This was followed in 1950 by the distributorship for A. M. I. gramophones. It was during the 1950s that the brothers branched out into other lines which contributed much to their name and fortune. As property developers they initiated the Elmhurst complex of flats followed by a further 150 apartments in the Northern part of Cartierville and 75 in West Montreal.

Quarters Which Spell Out Efficiency

For many years, Laniel Amusements as the firm came to be known, did business from 1807 Notre Dame West in downtown Montreal. Four years ago, it moved to spacious, modern quarters in the Town of Mount Royal, one of the many interlinked communities which go to make up the city of Montreal. This is truly the most magnificent headquarters one will find anywhere in the distributing side of the Canadian Coin machine industry. Stretching almost a city block in length with a vast parking lot to the rear, this building at 151 Rockland Ave. houses the offices, sales room, storage, service and all the many func-



One section of the office.

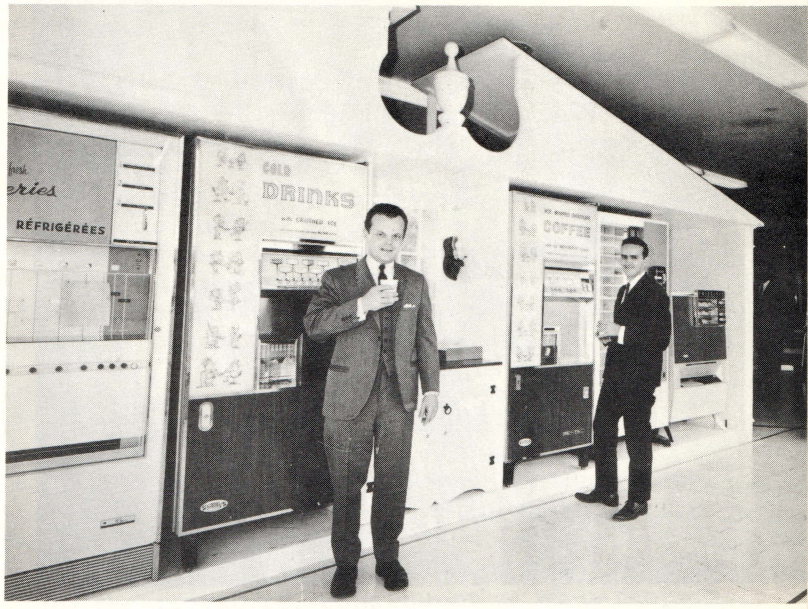
tions of this dynamic firm. Public access to the building is by way of a huge showroom which any large auto sales firm would envy for its size and decor. In it, stand demonstration models of the equipment sold by Laniel. This sales salon occupies an entire corner of the building and of course fronts on two thoroughfares via large windows. A bank of beautifully panelled full line vending machines takes pride of place, the panelling and decoration being but one of the many services, the House of Laniel offers its customers. Close by in the periphery of the salon, lie the beautifully panelled offices of the officers of the firm.

One Stop Service For The Operator

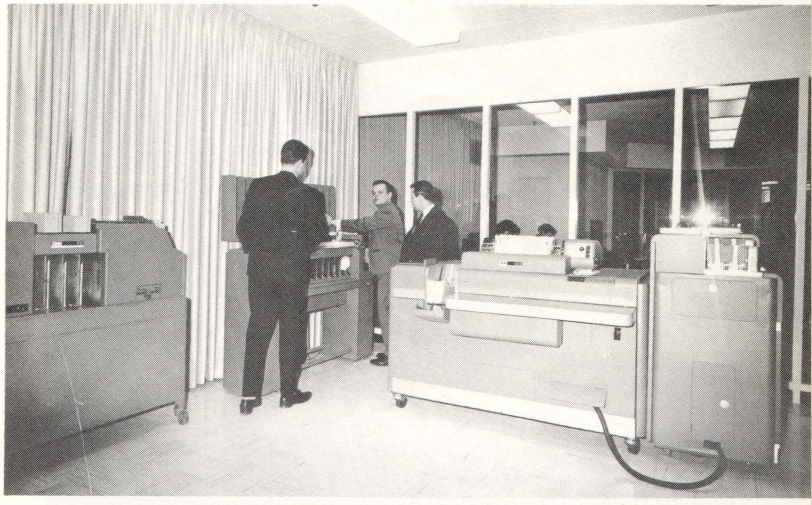
At the entrance there is, of course, a visitors' reception area enjoined to the receptionist-telephone exchange operator. Moving back through the building one passes through a comprehensive office complex housing the general offices and those of departmental heads. Separate divisions of the firm are separated from one another by compartmentation though all are centrally administered where services overlap or features such as cash are common to all. Thus one finds, music, and its repair, parts and warehousing occupying one section, cigarettes another, amusement devices a further and the record division yet another. This latter division was born in 1957 and record production actually commenced in 1958. Truly, the House of Laniel does offer operators a complete one stop service for all their equipment and ancilliary needs.

A Family Firm

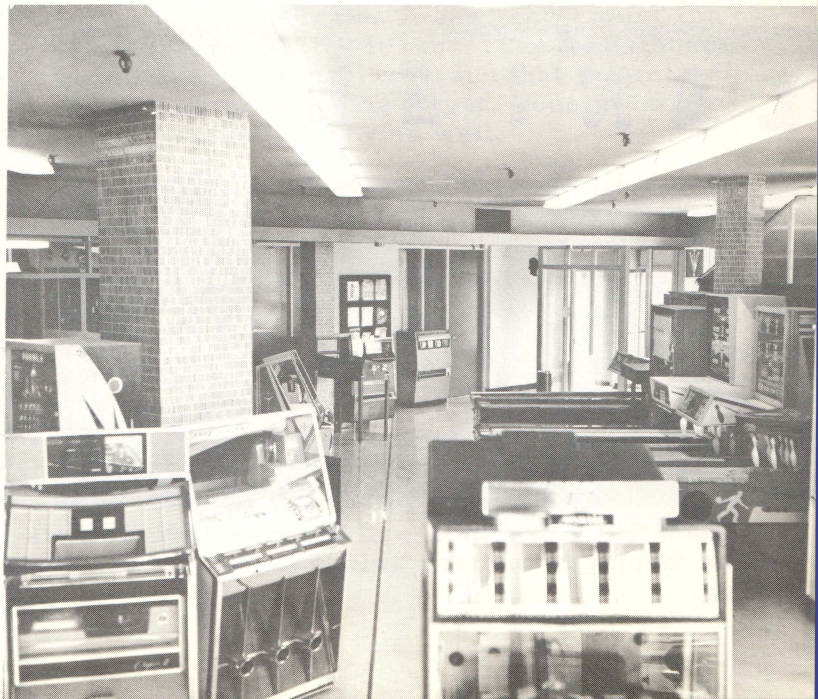
Laniel Amusement gives employment to no less than 105 people and uses 80 vehicles, mostly of G. M. Marque. Still a family firm it is under the active control of Laniels. Founders Eduard and Romeo are to-day less directly concerned in the day to day running of the company than in the past. These functions have more and more devolved upon their respective sons. Gatien as a V. P. of the company looks after operations, Pierre bears the title of Secretary. A most important man in a distributing firm is its sales manager. In Jean Coutu, the Laniel organization has a diplomat-dynamo who has for many years, borne a large measure of responsibility for purchasing, sales and the general functioning of the Distributing side of the firm. Gaston Barsalo is that very vital man, the Service Manager; but without the help of Parts Manager Edmond Renaud, he would be severely curtailed. Armand Latour looks after the shipping department. Gilles Brunet looks after the large fleet of vehicles comprising in the main, light vans for routes and pickups with machine handling hoists. Denis Allard is in charge of Route Operations as to service and maintenance. Unique in this industry



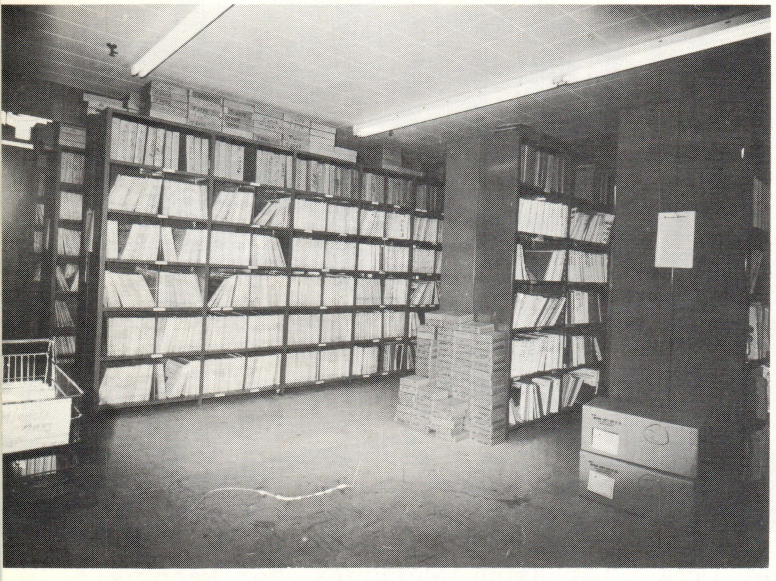
Jean Coutu and Pierre Laniel in front of the attractive bank of Vending Machines in their show room.



IBM Data Processing Machines for keeping track of sales.



Various records manufactured by Laniel on display.



Section of the row-upon-row of records in stock room.

Rock Ola machines and Northwestern Rockets on display in the large windows.

.... Laniel Amusement employs in the person of Joe Tougas a full time Public Relations officer for it believes that "News and publicity for a firm are as important as is oxygen for an individual." At Ste. Adele and St. John are located branch offices of the company.

Three Functions

The firm of Laniel Amusement may be considered as split in three insofar as the functions it performs are concerned. It is at once a distributor, an operator and a manufacturer. As a distributor it sells and services, equipment made by Rockola (juke boxes), Gottlieb, Williams, United, Midway and Bally (games, amusements). As an operator, it runs routes of phonographs and wall boxes, amusements and cigarettes. The latter operation goes under the name of Laniel Automat. It vends more than 100,000 packets of cigarettes weekly from the many hundreds of machines it has on location. The take of this, amounts to some $50,000 to $55,000 per week which is an enormous amount of silver to be sorted, counted and generally processed. It is of interest to note that on the average 1 1/2 machines are either damaged or robbed each week. Another point ... slugging is at the rate of $7,000.00 per year. We saw a six consecutive months collection of just half that figure.

A Laniel supervisor jocularly remarked on this, to the effect that, officers of a world renouned Canadian Police Force had said "you bring whoever is doing this to us, and we will do something about it."

Music "A Lovely Business"

Of music, Mr. Coutu said, "With everything taken into account, music is still a lovely business despite what some people may say." On games he had this to say "sadly, pinball machines are out at the moment and there are certainly a number of city authorities who don't look upon games too kindly. We do not believe that it is a lost cause, the fight goes on and we remain optomistic towards the future; people change their ideas and thinking you know."

The Music Of Canada

As a manufacturer, Laniel Amusements Ltd. are unique amongst firms in the Canadian coin operated machine industry in that they manufacture records, not only for juke boxes but for home type gramophones. In so doing, they render to their country a service which goes far beyond the pressing or cutting of records in Canada. A considerable number of firms physically produce in Canada the black discs known as records for various reasons connected with business, taxation, labour etc. etc. But, they are not really producing Canadian Records, at least not insofar as the content is concerned. What they are for the most part doing is, re-

producing foreign and particularly American records. Not so with the Laniel Co. One of its main raison's de'etre (reasons for being) is that it records and markets the music of Canada. Naturally, much of this is French Canadian but records are also made employing the talents of English speaking Canadians as well as those of smaller ethnic groups such as Hungarians, Germans, Italians, etc.

This division of the firm started mainly because of the neglect of the U. S. based record companies of the French Canadian Market and French Canadian talent. As a result, this Montreal Company under various labels, now produce 1/2 million records per month. Whereas a few years ago 90% of the records played in juke boxes throughout French Canada were of U. S. origin the reverse is now the case. Over 50% of the records made under the aegis of Laniel Amusement are of French Canadian music and artists. As a result this talent develops and stays home where it can earn a decent living. Unlike English speaking Canadians who immediately they "arrive" leave for the green money fields afar, in the U. S.

Local Talent Encouraged

This great company has signed up a formidable array of Canadian Talent; Not only has it the services of singers but its own recording orchestra technitions and the use of local downtown studios. Moreover, the records are actually made in Montreal, the cardboard jackets likewise, the designs and artwork for these are the work of local artists and specialists in the graphic arts.

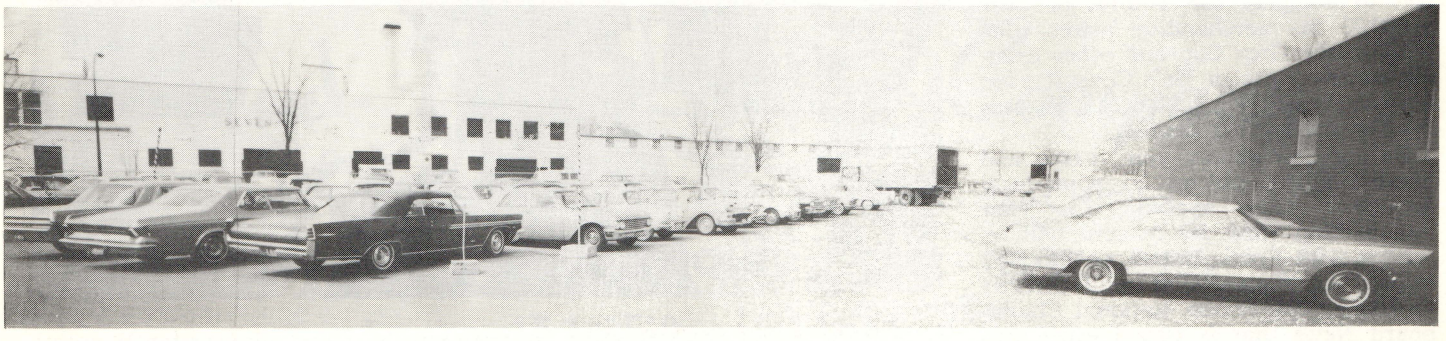
Jean Paul Rickner is the business "maestro" who runs this important division of the Laniel Co. M. Rickner is loud in his praise of the disc jockeys and radio stations in the Province of Quebec who by their ardent co-operation have done so much in helping to develop and retain at home the talent of the Province. It is interesting to note that these French Canadian Records are also being exported to the U. S. where in many parts of New England there are substantial French populations. Exports to Western Canada also amount to a quite respectable $3000. per month in receipts. "The Italian market due to large flows of immigrants into the urban areas of Montreal and Toronto is increasingly important" says Mr. Rickner. In large stores in Toronto and the West the Company's records are on sale.

As a very large and very successful music operator Laniel Amusement has "been through the mill" and know the score. Its view on the industry are therefore considered and well worth noting. Expressed by M. Coutu they run to this summation.

* Many of the Music Industry's problems of today are of the operator's own making.
* It's a lovely business, has been and still is.
* It has been a golden goose which laid its golden egg without much effort on the part of the operator. As a result, many have become lazy and lacking in drive and initiative. They have only taken out and put nothing back in.
* Programming has been poor. Anything in the way of music would do. That is no way to run a business.
* The music industry has always been too easy for the operators, consequently, when they do have to do something in the face of opposition they set up a howl about how difficult life has become.

Relaxed Efficiency

Despite the vast and multiferous activities of the Laniel establishment it is a most ordered sort of a place. The activity generated and the business carried on is truly enormous, but there is no sign of disorder or frenzy to be seen anywhere. Instead a warm, friendly air of quiet purposeful efficiency impresses itself upon the visitor. This is the way of a sound well run, efficient business, sure of itself and confident of its capabilities. Being a family firm there is no board of directors cracking corporate whips over the heads of employees to squeeze out the last drop of yearly or quarterly dividend. Well, may it be that this fine French Canadian Firm operating on time honoured Quebec and European principles has just that little bit of quelque chose (something) which the high pressure American style firms lack, the firm's past and continuing success seems to indicate that it has. It's reputation indicates it has, and Laniel Employees seem to think it has. They feel that it's a good place in which to work and that the relaxed air instead of reducing output, does in fact increase it and efficiency as well.



A view of the large Parking Area at Laniel Amusements.

Canadian Shuffleboard Congress Issues New Membership Cards and Revised Rules Booklet

Alongside is a sample of the new Canadian Congress Shuffleboard membership card that all Provincial and Regional Shuffleboard Associations are issuing for their shuffleboard players.

Note that with this card you automatically become an affiliated member of the Canadian Congress.

Any shuffleboard player now holding a paid up membership card in your local Association now can have it exchanged by your local secretary without any extra cost even though in B.C. and Alberta, the 1965 cards were issued for 50c.

This is also true of some 60 applications paid in to the Ontario Association by card holders there and in Manitoba, too.

In the future all new cards issued will be $1.00, with 25c of this fee turned in by the local Association Treasurer to the Canadian Congress.

The Canadian Shuffleboard Congress is sponsoring four major National events across Canada in 1965.

1. Western Canadian Championship Doubles — Stampede Week, Calgary, Alta.
2. Western Canadian Championship Mixed Doubles — Stampede Week, Calgary, Alta.
3. Eastern Canadian Championship Doubles — C.N.E. Week, Toronto, Ontario.
4. Dominion Championship Doubles — Grey Cup Week.

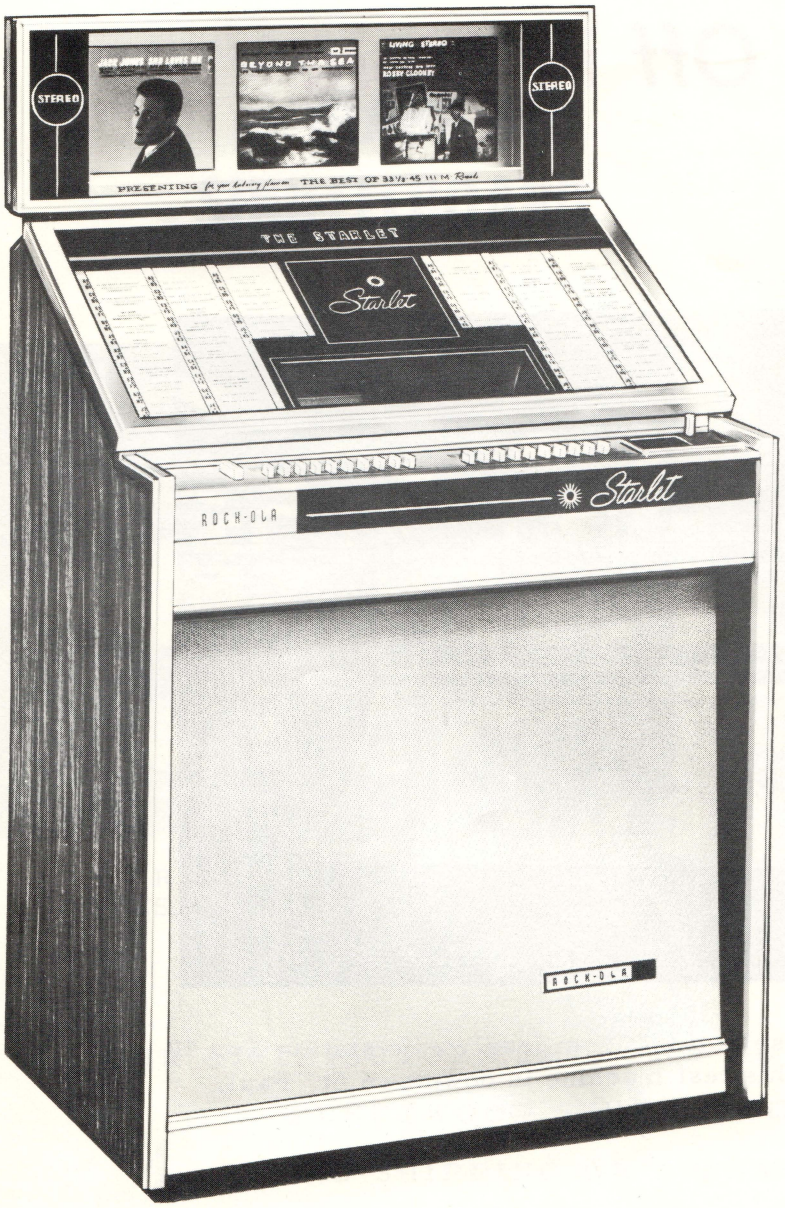
Players must hold a paid up application or a Congress affiliated card 30 days in advance to compete in any of the above Congress sponsored events. This $1.00 membership card entitles you to compete for a total of over $4,000.00 in merchandise prizes plus trips to the Grey Cup and other exciting tournaments in 1965. Consult your newly revised 1965 Canadian Congress Booklet for further details.

Be sure to supply your name and home mailing address to your local Secretary when applying for your membership card. He in turn will record it with Frank Brown, so this will enable the Congress to mail directly to you a copy of the National Shuffleboard News that is issued every two months.

A Wheel Chair Shuffleboard Tournament at Good Samaritan Hospital, Edmonton, Alberta.

JUST ARRIVED!!

NEW COMPACT STEREO-MONAURAL 100 PLAY PHONOGRAPH



THE ROCK-OLA

Starlet

FOR 1965 • MODEL 429

How Much -

$ 1695? OH NO!

1595? OH NO!

1495? OH NO!

1395? OH NO!

1295? OH NO!

Even Cheaper

Than That!

How Much?

CALL US COLLECT FOR THE REAL PRICE

New-Way Sales Company

LTD.

DISTRIBUTORS OF COIN AND VENDING MACHINES

1257-61 QUEEN ST W., TORONTO 3, ONT.—TEL LE 1-9751

LE 1-9740 — LE 1-6444

Stancraft Disk Vender Test Pays Off in Store

Forty different record selections from local radio station Top 40 lists are vended from this test machine in downtown St. Paul.

Initial tests by Stancraft of its 45 rpm record vender have proved quite successful, a company spokesman said recently.

The Stancraft record vender carries 80 different selections with a capacity of 400. The record is not played ... just vended.

The operator can set eight different prices ... from 5 cents to $1.50. The McClellan test machine is set at 95 cents per disk. Stancraft said the machine is moving product despite the fact that nearby discount stores sell singles for 79 cents.

Danny Thomas, Stancraft sales head, noted that a juke box operator might use the machine to sell new records at one price and his used disks at a second price. Thomas noted the machine would be an ideal companion to a phonograph.

500 ON LOCATION

Thomas indicated that Stancraft has about 500 units on location throughout the U. S. A.

The Stancraft vender can also be fitted to handle such items as phonograph accessories (cloths, brushes and similar items), photographs or novelties. These likewise can be set at multiple prices.

In addition to its record vender, Stancraft also makes a hosiery vender, a card vender and a miscellaneous merchandise vender. The record vender is electrically operated, measures 63 inches high, 27 inches deep and 54 inches wide, weighs 374 pounds and sells for $1,095 f. o. b.

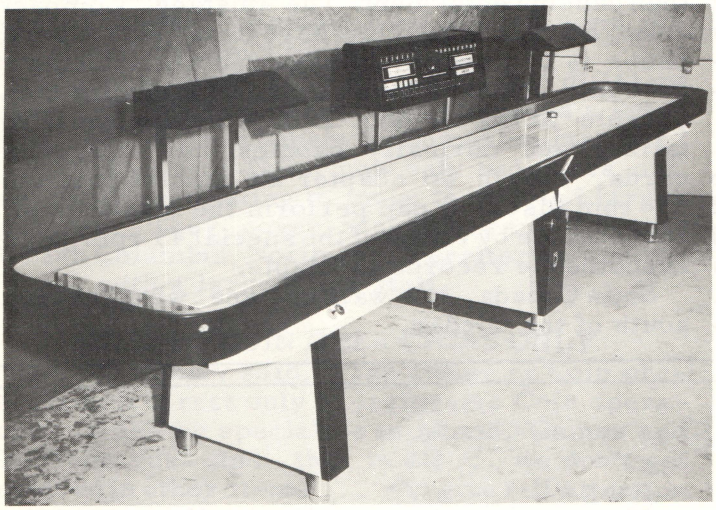
GO WITH WINNERS

WE HAVE THEM WITH THE FLEETWOOD

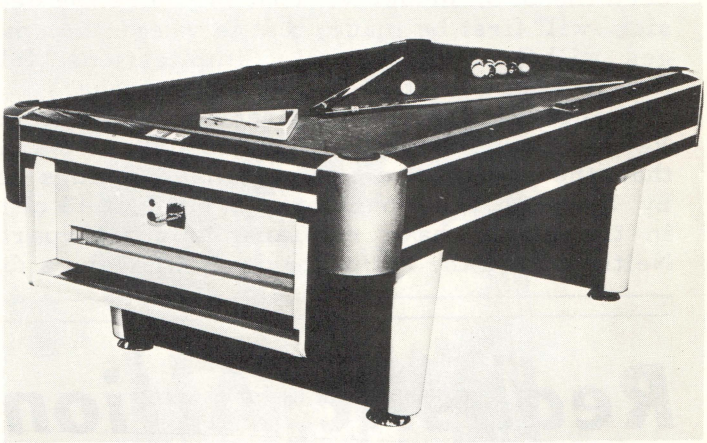
— MARK III SHUFFLEBOARD

AND

COIN OPERATED POOL TABLE



RETAIL PRICES INCLUDING
PUCKS, WAXES AND ALL ACCESSORIES
16' $1445.00
22' $1645.00



RETAIL PRICE $995.00
COMPLETE WITH
CUES, BALLS, CHALK, TRIANGLE
AND ALL NECESSARY EQUIPMENT

OUR DISTRIBUTORS SAY, "NO MAINTENANCE PROBLEMS WITH FLEETWOOD SHUFFLEBOARDS OR TABLES."

"NO SHIPPING OR ASSEMBLY PROBLEMS"

PUT THEM ON LOCATION AND GET 100% DOLLAR VALUE IN RETURN

CHOICE TERRITORIES STILL AVAILABLE . . .

TORONTO, HAMILTON, KITCHENER & NIAGARA PENINSULA AREAS

FLEETWOOD BOWLING EQUIPMENT LTD.

135 Wendell Avenue, Toronto, Ontario
Branch Offices:
1000 Notre Dame Avenue, Winnipeg 3, Man. -- 5110 de Courtrai, Montreal, Quebec

Distributors:

Simcoe Coin Machine Co.
Barrie, Ontario

Dale Dist'g.
1110 Homer St.
Vancouver, B. C.

Laniel Amusements,
151 Rockland,
Montreal, Quebec

Canadian Games & Novelty
550 McDonnel St.
Peterborough, Ont.

Mailloux Bros.
Windsor, Ont.

DISCOTHEQUE-JUKE BOX VARIETY RUNS INTO TROUBLE IN CANADA

Cont'd. from Page 6

Right fees but if the law is altered in the States, there is a strong likelihood, though not a certainty, that this country's laws will follow the American lead. If such did occur, Seeburg would, with its schemes, be in a strong position within the Juke Box industry.

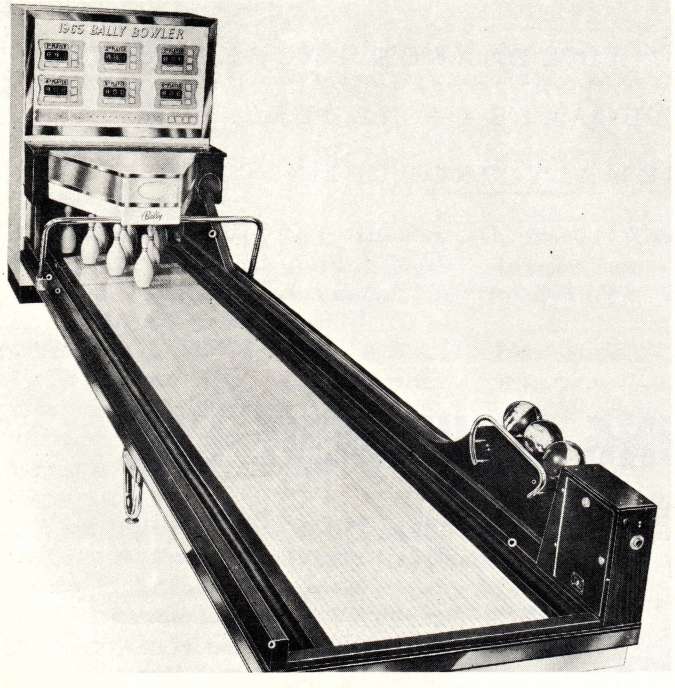
The Canadian Market being relatively unimportant by comparison with the U. S. Domestic one, has not been pressured and assailed as has been the U. S. Industry. That is where the decision will first be made; that is where the changes will first make their implications felt; that is where the tide of events is strong.

In conversation with Brendan Sullivan, the Vendex Corporation's "Music Man," we learned that the series of crash regional meetings held by Seeburg for operators throughout 48 cities in the states have no Canadian counterparts. Neither have the cut price deals whereby a discotheque set up including an LP 480 phonograph was offered to U. S. operators at just about the price of the juke box alone. At the moment, it is not known how Canada will be affected by the U. S. moves except that important reprecussions may be felt here. Although there was no application to the Canadian Market as yet, Mr. Sullivan felt certain that Canadian operators would be offered somewhat similar benefits to those enjoyed by U. S. businessmen.

Canadian operators who "bought" Rec-O-Dance Discotheque records on the Seeburg leasing plan which was the only way they could be obtained, would, however, obtain the benefits of Seeburg held copyrights where applicable. Prices of the lease deals are, however, some 50% higher than in the States. Available would also be other Seeburg Discoteen records for listening rather than dancing enjoyment. The Mustang "Compact" Juke Box is available here now. This gramaphone is of European design and whilst being an economy model offered sound of a quality comparable to the LP 480. It does not feature a totalizer and normally handles only 45 rpm records, though an adapter kit enables it to take 33 rpm discs. It can perform the functions of a Discotheque by virtue of the special 45 rpm junior Discotheque records available.

So, in Canada, it's wait and see what happens south of the border.

Realistic Action On 1965 Bally Bowler



1965 BALLY BOWLER

Bally Manufacturing Co. has begun delivery of its 1965 Bally Bowler, which company officials say has "true bowling performance" through the use of "swivel action pins."

The big-ball unit, production of which was suspended by Bally for a year, features a new pin mechanism with "full-round pins that fly in any desired direction, depending on the angle at which the ball hits the pin or, in turn, the pins hit other pins." This system, makes unnecessary the use of electrical roll-overs on the alley, as well as magnets or dangling chains.

The manufacturer also touted the unit's heavy-duty design. "We proved that the product can take punishment through automatic life testing, equal to three years of average location use," the spokesman disclosed.

The product is styled in a combination of walnut tones and pastel colours accented by chrome trim. It measures 16 feet long and 41 inches wide, with extensions available to 21 or 26 feet with five-foot sections.

Equipped with a standard coin mechanism, the bowler is playable at 15 cents per game or two games for a quarter, and is convertible to straight dime play. A "high-speed totalizer" is also standard equipment.

HOUSE OF COIN AT EDMONTON MANUFACTURE THEIR OWN SHUFFLEBOARDS

Frank Tremblay and Harvey Van Dusen of The House of Coin Ltd. Edmonton, with branches at Calgary and Dawson Creek, have a new modern factory producing top quality Shuffleboards. This plant, housed in Edmonton, utilizes Alberta materials, employs all Alberta labour, and distributes exclusively through an all Alberta firm ... The House of Coin Limited.

This new firm is now making five different kinds of Shuffleboards and promoted a large Shuffleboard Tournament in Edmonton last fall.

The House of Coin, now only two years old, is already negotiating to move to new and larger quarters. They cover Saskatchewan, Alberta, British Columbia, Northwest Territories and the Yukon, with a large sales staff.

SELL TO COIN OPERATORS ONLY

Mr. Tremblay said, "The House of Coin prefers to sell direct only to legitimate Coin operators ... and we specialize in Music, Games and Shuffleboards and that is all ... we don't get involved in other items ... and give full attention to these three lines and specialize in them. This way we are strengthening operators financially in a healthy operation.

At the recent Alberta Hotelman's Convention, The House of Coin had a large booth displaying Phonographs, Gottlieb 5 ball games and their new line of five styles of Shuffleboards ... "The reception was terrific" says Harvey Van Dusen.

"We feel," said the owners at the House of Coin, "That the safest and best deal for a Hotelman is to take 40% clear profit from a reliable local firm, and let them do the investing, the servicing and the replacing, as well as taking the chance on how long the popularity will continue. After all, 40% clear profit with no investment is unheard of in any other field of business, who on earth could possibly wish for better? We have our own routes, with an office in each area, so that trouble calls can be looked after immediately and believe me, the Hotelmen are real happy (and so they should be, our net profit is less than 15% after expenses and depreciation!!!). Now that we have our own factory we are in a position to give better quality, better supply and better all round service.

Although the House of Coin is primarily a distributing company, they decided last year to manufacture Shuffleboards. After months of research and testing, they are now ready to go on the market with a beautiful, sturdy, dependable "Made in Alberta" Shuffleboard, that carries a full guarantee for quality and workmanship.

Quality is emphasized in this product, and boards come in a variety of lengths and types, including Tournament sizes. Their factory is well equipped with modern machines of special design, and they use only the very best of materials, in order that an extremely high standard of quality be maintained. Extra special attention is given to the playing surface, top grade hardwood is hand picked, and only specially selected pieces are carefully laminated, then sealed and dressed to within 1/1000 of an inch tolerance to insure excellent playing conditions for many years. The frame receives extra reinforcing to make it one of the sturdiest on today's market, then covered with beautiful Arborite finish for that long lasting "Luxurious" look.

MUSIC IS

BACKBONE OF INDUSTRY

BUT SHUFFLEBOARDS

ARE ANOTHER

VERTABRAE

The House of Coin "Klondike Kids" entertained the Alberta Hotelmen in royal style at their hospitality suite, Palliser Hotel, Calgary, during the Hotelmen's Convention, May 10th, 11th and 12th. L to R; F. H. Tremblay, Pres. A. R. "Mickey" Adams, Co-ordinator, Harvey Van Dusen, Vice President.

The Battles

Behind The Coin Changes

Coinage continues to remain strongly in the news. Shortage of silver has made change a matter of urgency in many western countries and particularly so in North America. There is little likelihood of Canada doing anything until the U. S. makes its move because this is the nature of Canadian affairs. The U. S. Treasury was to have issued a report during the first week of May. This report was reported to have been completed but its release has been held up in order that the situation might be re-examined. There are tremendous issues at stake quite apart from the vital interest the coin machine industry has in the final outcome.

WIDESPREAD EFFECTS

The changing of the metals used in coinage must first and foremost, affect the metal mining and smelting companies; secondly, the choice of metals must affect the existing patterns of usage, supply and demand and consequently, availability or price.

To deal with number one: if the silver content is removed entirely from coins, it will become more plentiful and likely drop in price. This would no doubt please Kodak - Canada's largest industrial user of the metal - but it would hardly please silver producing companies. If cupro-nickel or pure nickel is substituted for silver, INCO will be mightily pleased though some of its present customers might be less so. Nickel is a vital metal in war for alloying with steels, therefore, the future supplies must be considered. Copper prices and supplies could also be affected. The metals selected by governments for coinage would be sure of long term, relatively stable markets, thus constituting a desirable "prize" for their producers. Industrial users of these metals are therefore bound to be affected. These then are the reasons for the lobbying and battling and pressuring going on behind the scenes. The International Nickel Company has been promoting its entry for the coin stakes with lavish, high pressure displays to interested parties in the U. S.; these include the Vending Industry of that country. As far as can be ascertained, this company's prototype coins have been largely rejected by Vendors who have found fault with them from the standpoint of use in present coin mechanisms.

One of the INCO Nickel-Silicon coins employed a strip of easily attached magnetic tape in conjunction with present coin mechanisms.

There is one report of INCO showing a coin mechanism of its own - naturally, this solution did not appeal to Vendors at large.

Nor have advertisements placed in the American daily, financial and business press by the Nickel Company which claims that its proposed coinage is "both prestigious in appearance and workable in coin machines." The N. A. M. A. has disputed these advertised claims saying that the INCO coin does not work as often as the company says it does and that magnetic tape additions to coin changers are at best temporary measures.

Whatever the final result and whatever the metals selected for new coinage, the complete story of the intrigue and battling behind the scenes would be a most interesting tale to tell.

Speaking of GO-GO

The WURLITZER 2900

Really HAS IT!

If your problem is to liven up a location — pull in people — create a new atmosphere — and MAKE MORE MONEY — move in a Wurlitzer 2900 with the ***Golden Bar.*** Presto! You've solved your problem.

SEE YOUR WURLITZER DISTRIBUTOR FOR DETAILS

ALOUETTE AMUSEMENT CORPN.
1807 Rue Notre Dame West
MONTREAL, QUEBEC

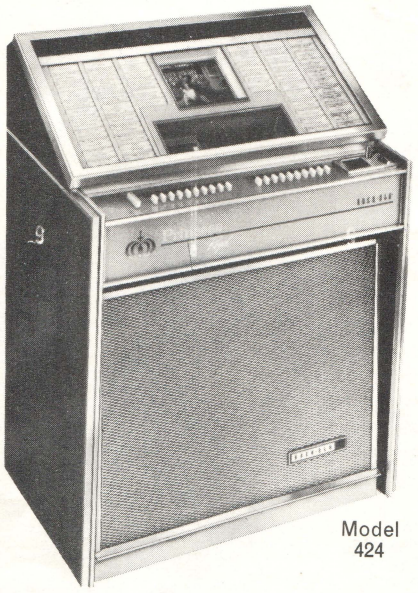
Wm. POUND AGENCIES, LTD.
P.O. Box 1173
ST. JOHNS, NEWFOUNDLAND

DALE DISTRIBUTING LTD.
1110 Homer St.
VANCOUVER 3, B.C.

MONARCH COIN MACHINE CO.
211 Rupert Street
WINNIPEG 2, MAN.

C. J. SHEILS LTD.
1760 Midland Avenue
SCARBOROUGH, ONTARIO
Phone 757-4668

we've said it before...we'll say it again!
NOBODY...BUT NOBODY...GIVES YOU THE OPTIONS THAT ROCK-OLA DOES!

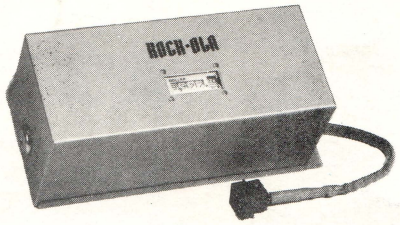


Model 424

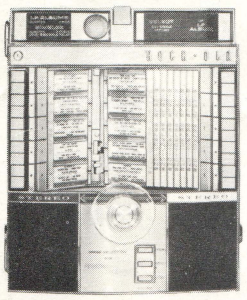
The Princess Royal: New, compact, stereo-monaural phonograph (Model No. 424)—Only 30½" wide, 43½" high. Plays 100 selections of 33⅓ or 45 RPM, 7" albums or singles stereo or monaural. Exclusive Mech-O-Matic intermix. Everything you need and options to crack any location in a compact, high-fashion cabinet. Low in cost, very big in value. Full Dimensional Stereo sound system . . optional. Famous Rock-Ola quality.

add where and when you need to:

Full Dimensional Sound: Add Full Dimensional stereo sound system to the Princess Royal at any time. Easy to install. For larger spots where even finer sound is desired, but where compactness and cost are still important.



Automatic Coin Counter: Not every location needs a coin counter. Rock-Ola leaves the decision to you. You needn't pay for accessories you do not require. Where desired, the Rock-Ola Automatic Coin Counter is unexcelled; fits any Rock-Ola phonograph; counts nickels, dimes, quarters and half dollars. Gives exact total of receipts. Reading visible fhrough window.

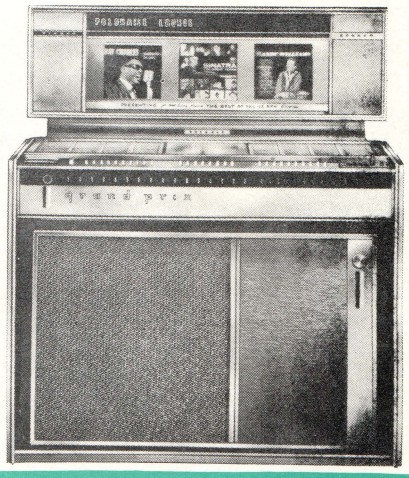


Phonette Remote Speaker Wallbox: Gives personal listening pleasure and personal volume control—high, low, medium. Mounts anywhere. Permits programming of LP's or singles, 33⅓ or 45 RPM records. Reproduces stereo, too. Slim design, graceful styling, famous Rock-Ola simplicity. Model No. 500—160 selections. Model No. 501—100 selections.

and for larger locations:

The Grand Prix: The prestige stereo-monaural phonograph. Plays 160 33⅓ or 45 RPM records, 7" LP albums or singles in any intermix. Full Dimensional Stereo. The ultimate in grand styling, the Grand Prix opens the doors to your plushest locations. Traditional Rock-Ola dependability and simplicity of design make the Grand Prix the finest phonograph on the market!

Model 425



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